



Purchasing Division  
221 East Main Street  
Round Rock, Texas 78664-5299  
[www.roundrocktexas.gov](http://www.roundrocktexas.gov)

Solicitation #13-019

**REQUEST FOR QUALIFICATIONS AND PROPOSALS  
FOR  
SPORTS COMPLEX  
MANAGEMENT AND MARKETING SERVICES**

Responses Due: January 31, 2013

**CITY OF ROUND ROCK**

**REQUEST FOR QUALIFICATIONS AND PROPOSALS FOR  
SPORTS COMPLEX MANAGEMENT AND MARKETING SERVICES**

**PART I**

**GENERAL**

1. **PURPOSE:** The City of Round Rock, hereinafter "City," seeks to enter into an agreement ("Agreement") with a qualified Individual, Firm, or Corporation, ("Respondent"), to provide a full range of comprehensive management, operating and marketing services for the City's new Round Rock Sports Complex, ("RRSC".) The City seeks proposals from qualified Respondents who have proven expertise in the operation and management of major market sports facilities. This document is hereinafter referred to as the "Request."

The primary purpose of the RRSC is to serve as an instrument of economic development by maximizing out-of-town attendance to tournaments and events and maximizing hotel occupancy with "heads in beds". This tourism activity provides an infusion of money into the local economy and expands the City's tax revenues.

2. **RESPONSE FORMAT:** Respondents shall submit a written response ("Response") per the instructions outlined in PART II of this Request.
3. **BACKGROUND:** In November 2011 voters approved the City's proposed Hotel Occupancy Tax rate increase from 5% to 7% to fund the construction of an indoor sports facility, the RRSC. In December 2012 the City awarded Chasco Constructors the contract to build the 81,500 square foot complex to include:

Six (6) regulation high school basketball courts;

Twelve (12) volleyball courts;

Nine (9) multi-purpose rooms;

Administrative offices; and

Concessions area.

Funded by the 2% Hotel Occupancy Tax, the RRSC is scheduled for completion and opening in December 2013. The RRSC is located at 2400 Chisholm Trail, Round Rock, Texas.

4. **GOALS AND OBJECTIVES:**

Branded as the Sports Capital of Texas, the City is renowned for hosting outdoor state, regional and national level athletic tournaments of all types. By hosting athletic events, the City seeks to increase tourism to the area which provides a positive economic impact to the community through hotel occupancy, dining and shopping.

To further serve this interest and to accommodate the increased demand for indoor facilities, the City intends the RRSC to be a first-class, state-of-the-art indoor sports complex. The City's goal is to offer a first class sports facility with amenities that is competitive in the market place and can meet the needs of a wide range of multi-sport competitions.

The City has identified several overall operational goals for the RRSC. The goals include:

Create policies to eliminate any unnecessary RRSC expenses;

Implement revenue initiatives for the RRSC while maintaining a pricing structure that is competitive within the market;

Properly maintain and safeguard the City's capital investment by exercising the highest standards of maintenance and preservation of the facility;

Provide superior services to the users of the RRSC, thereby maximizing customer satisfaction and re-bookings; and

Maximize the economic impact to the community, and overall utilization of the RRSC by implementing initiatives to penetrate new markets and attract new events;

5. **DEFINITIONS, TERMS AND CONDITIONS:** By submitting a Response to this Request, the Respondent agrees that the City's standard Definitions, Terms and Conditions, in effect at the time of release of this Request, shall govern unless specifically provided otherwise in a separate agreement. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of Respondent to stay apprised of changes. The City's Definitions, Terms and Conditions can be obtained from the City's website <http://www.roundrocktexas.gov/home/index.asp?page=463>.

6. **ATTACHMENTS:** Attachments A and B are herein made a part of this solicitation

6.1. Attachment A: Reference Sheet

6.2. Attachment B: Floor Plans and Schematics;

7. **CLARIFICATION:** For questions or clarifications of specifications, Respondent may contact:

**Purchasing Department**  
**City of Round Rock**  
**Telephone: 512-218-5400**  
**[purchasing@roundrocktexas.gov](mailto:purchasing@roundrocktexas.gov)**

Respondents are encouraged to submit questions in advance of the pre-solicitation meeting to assure timely answers to those questions.

8. **RESPONDENT QUALIFICATIONS:** The opening of a Response shall not be construed as the City's acceptance of such as qualified and responsive. All Respondents shall:
- 8.1. Be firms, corporations, individuals or partnerships normally engaged in the provision of the services as specified herein and are legally capable of operating within the State of Texas;
  - 8.2. Have adequate organization, facilities, equipment and personnel to ensure prompt and efficient service to the City;
  - 8.3. Be located within the United States;
  - 8.4. Demonstrate their ability to meet or exceed all qualifications set forth herein;
  - 8.5. Be prepared to undertake, in the most efficient manner, all aspects of facility pre-opening, marketing, management and operations of the RRSC
  - 8.6. Show compliance with the qualifications set forth below in Part II, paragraph 1.4;

- 8.7. Possess extensive recent experience in opening and managing new sports complex facilities;
- 8.8. Demonstrate financial performance and improvement with similar facilities within the recent past;
- 8.9. Identify key project staff, task leaders along with their expected services to the City for the scope of work on behalf of the firm, and provide resumes for each of the individuals referenced which demonstrate their qualifications to satisfy all the critical service areas described herein.
- 8.10. Provide the name, address, telephone number and email address of at least five (5) firms who have utilized similar service within the last two (2) years. References may be checked prior to award. Any negative responses received may result in disqualification of submittal.  
**NOTE: REFERENCE FORM (ATTACHMENT A) PROVIDED. E-MAIL ADDRESSES ARE REQUIRED.**

9. **EVALUATION AND CRITERIA:** All Responses received will be evaluated based on the best value for the City. In evaluating the proposals, the City may consider:

Terms;

Reputation of Respondent and of Respondent's services;

Quality of the Respondent's services;

The extent to which the Respondent's services meet the City's needs;

Respondent's past relationship with the City;

The total long-term cost to the City to acquire the Respondent's services;

Any other relevant criteria deemed appropriate in the sole discretion of the City.

The City reserves the right to reject any or all Responses, to accept the Response deemed most advantageous, or to waive any irregularities or informalities in the Response received that best serves the interest and at the sole discretion of the City.

Respondents may be required to make an oral presentation to further present their qualifications. These presentations will provide the Respondent the opportunity to clarify their proposal and ensure a mutual understanding of the services to be provided and the approach to be used.

10. **AWARD:** The City reserves the right to enter into an agreement that best serves the interest and at the sole discretion of the City. Award announcement will be made upon City Council approval of staff recommendation and executed agreement. Award announcement will appear on the City's website at <http://www.roundrocktexas.gov/home/index.asp?page=463>.
11. **FEDERAL TAX REGULATIONS:** Respondents should understand that the Complex was financed with the proceeds of obligations issued by the City of Round Rock, Texas the interest on which is excludable from the gross income of the holders thereof for federal income tax purposes. In connection with the issuance of those obligations, the City covenanted to comply with the provisions of section 103 and sections 141 to 150 of the Internal Revenue Code of 1986, as may be amended from time to time. Accordingly, the successful Response will be required to address compliance with those provisions, including the rules relating to management agreements as set forth in Rev. Proc. 97-13, 1997-1 C.B. 632 together with any amendments, supplements and revisions thereof.

## **PART II**

### **RESPONSE REQUIREMENTS**

1. **RESPONSE REQUIREMENTS:** To achieve a uniform review process and obtain the maximum degree of comparability, the Responses shall be organized in the manner specified below. Respondents are encouraged to keep their Responses to 40 pages or less. It is recommended that Responses not be submitted in ringed binders or metal spirals to conserve cost for both the Respondent and the City.

The Respondent shall submit **one (1) original signed paper copy and six (6) copies**, clearly identified as a "COPY" of its Response.

In addition, the Respondent shall submit one (1) CD, each containing a complete copy of Respondent's submission in a searchable electronic format (PDF, RTF, TXT, DOC, XLS). A complete copy of the Response includes all documents required by this Request. The CD shall be titled: "SOLICITATION NUMBER - Complete copy of [Name of Respondent]'s submission." **Failure to provide a CD may result in disqualification for award.**

If supplemental materials are included with the Response, each CD must include such supplemental materials. The Response and accompanying documentation are the property of the City and will not be returned.

- 1.1. Title Page – Show the Request title and number, the name of your firm, address, telephone number(s) name of contact person and date.

TAB #1

- 1.2. Letter of Transmittal – Identify the services for which the Response has been prepared.

1.2.1. Briefly state your firm's understanding for the services to be performed and make a positive commitment to provide the services as specified.

1.2.2. Provide the name(s) of the person(s) authorized to make representations for your firm, their titles, address, telephone numbers and e-mail address.

1.2.3. State the Federal and State EIN or Tax ID numbers of the firm.

1.2.4. Provide the year the business entity was formed,

1.2.5. Provide the type of business entity the firm operates under such as corporation, partnership or sole proprietorship.

1.2.6. The letter shall be signed in permanent ink by a corporate officer or other individual who has the authority to bind the firm. The name and title of the individuals(s) signing the solicitation shall be clearly shown immediately below the signature.

TAB #2

- 1.3. Table of Contents – Clearly identify the materials by Tab and Page Number.

TAB #3

- 1.4. Previous Performance/Experience – Provide detailed information on firm and team experience with providing sports facilities management and operation services.

1.4.1. Respondent shall identify the project team and provide statement of qualifications for those individuals to include education, professional registrations and areas and years of service in the respective field. Resumes shall be provided.

1.4.2. Provide a representative list of clients with services provided on a scale and complexity similar to the services being considered by the City.

1.4.2.1. List shall represent past or present client's facility revenues per year.

1.4.2.2. List shall include clients that have opened new, similar facilities.

1.4.2.3. List shall include the location, client, services provided by your firm, term of services and an owner contact name.

1.4.2.4. Work experience shall demonstrate the Respondent's expertise and experience in managing, owning or operating multi-sport venues which include:

Camps;

Clinics;

Leagues; and

Tournaments on a local, regional and national level

1.4.3. Attachment A: Reference Sheet.

TAB #4

1.5. Available Resources and Consultant Location – Provide information on size, resources and business history of the firm.

TAB #5

1.6. Service Structure – Provide an organizational chart and staffing plan illustrating the service structure and staffing plan for the RRSC management.

TAB #6

1.7. Scheduling Software – Respondent shall provide information and sample screen shots of proposed scheduling software.

TAB #7

1.8. Comprehensive Business Plan – Respondent shall provide comprehensive plan for services to include the following:

1.8.1. Management and Operation Plan – Respondent shall provide management plan, objectives and operational guidelines recommended for the management of the RRSC. Plan shall include the following:

Grand Opening timeline, milestones and promotional objectives;

Organizational chart for key personnel at the corporate and local levels;

Description of roles and responsibilities and reporting structure between Respondent and City; and

Description of relationship between Respondent and sports groups;

1.8.2. Marketing Plan – Respondent shall provide overview of marketing methodology proposed to solicit events for facility booking to maximize usage and revenue. Overview shall detail Respondents approach to securing, scheduling and promoting events and shall include the following:

Marketing methodology and proposed budget;

Sponsorship marketing;

Key industry relationships;

Synergies between other facilities managed by Respondent;

Number of annual out-of-town visitors anticipated;

Number of hotel nights anticipated and;

Economic impact projections

1.8.3. Financial Plan – Respondent shall provide a pro forma and financial plan that outlines estimated operational budget and revenue projections for the RRSC. Plan shall illustrate the City's goal of minimizing operating expenses and maximizing revenue.

Financial plan shall also outline proposed reporting system for all revenue and expenditures to the City per event and user group.

- 1.8.4.** Compensation Plan – Respondent is encouraged to provide a proposed methodology for compensation and a fee structure for services described herein to provide the basis of a preliminary discussion and negotiation. Creative compensation structures are encouraged.

Respondent shall also provide recommended key performance indicators and samples of supporting monthly and annual financial reports to be used in communicating performance with the City.

TAB #8

- 1.9.** Financial Reports – Respondent shall provide sample financial reports from similar clients illustrating revenues and operating expenses.

TAB #9

- 1.10.** Sales Literature: Respondent shall provide a copy of the firm's sales literature or brochure and website address.

TAB #10

- 1.11.** Competing Facilities – Respondent shall provide full disclosure of other sports complexes managed by Respondent.

### **PART III**

#### **DESCRIPTION OF RRSC**

1. **FACILITY**: The Sports Complex facility is located at 2400 Chisholm Trail, Round Rock, Texas, 78664 and will include:  
  
The 81,500 square foot facility detailed in the floor plans and drawings included herein on Attachment B; parking lot and surrounding grounds;
2. **FACILITY AMENITIES**: The RRSC features the following amenities:  
  
Seven ladies rooms each equipped with 5+ stalls;  
  
Seven men's rooms equipped with 3+ stalls; and  
  
Administrative offices and conference rooms;
3. **FACILITY SEATING AND EQUIPMENT**: The RRSC is equipped with the following seating and equipment:  
  
Permanent upper level seating: 1,700 seats;  
  
Tip and roll bleachers for additional seating;  
  
Audio visual system; and  
  
Referee Room;
4. **COMPUTERS AND TELECOMMUNICATIONS**: City will provide administrative computers and telephone systems for the use of RRSC operation.
5. **COMPLETION DATE AND OPENING**: The RRSC is scheduled for completion in December of 2013.



**PART IV**

**SCHEDULE**

1. **SOLICITATION SCHEDULE:** It is the City's intention to comply with the following solicitation timeline:

- 1.1. Solicitation released **January 9, 2013**  
1.2. Pre-Solicitation Meeting and Site Visit (**Non-Mandatory**) **January 17, 2013**

**January 17, 2013 3:30 PM**  
**City Hall – Council Chambers**  
**221 E. Main Street**  
**Round Rock, Texas 78664**

**Conference Call: Dial 661-673-8600      Pin: 329457#**

- 1.3. Deadline for questions **January 21, 2013**  
1.4. City responses to all questions or addendums **January 23, 2013**  
1.5. Responses for solicitation due by **3:00 PM** **January 31, 2013**  
1.6. Oral Presentation (if necessary) **TBD**

**Respondents are encouraged to submit questions in advance of the pre-solicitation meeting to assure timely answers to those questions.**

**Final questions regarding the solicitation shall be submitted in writing by 5:00 PM on the due date noted above.** A copy of all the questions submitted and the City's response to the questions shall be posted on our webpage, <http://www.roundrocktexas.gov/home/index.asp?page=463>. Questions shall be submitted to the City contact named in PART I.

The City reserves the right to modify these dates. Notice of date change will be posted to the City's website.

**\*\*\*\*\*SOLICITATION UPDATES\*\*\*\*\***

2. **SOLICITATION UPDATES:** Respondents shall be responsible for monitoring the City's website at <http://www.roundrocktexas.gov/home/index.asp?page=463> for any updates pertaining to the solicitation described herein. Various updates may include addendums, cancelations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response. The City will not be held responsible for any further communication beyond updating the website.

3. **PRE-SOLICITATION MEETING:** A pre-solicitation meeting will be conducted to fully acquaint Respondents with the facilities, difficulties and/or restrictions inherent in the scope of work. The pre-solicitation meeting will be conducted on:

**January 17, 2013, 3:30 PM**  
**City Hall – Council Chambers**  
**221 E. Main Street**  
**Round Rock, Texas 78664**

- 3.1. The City considers this pre-solicitation meeting **non-mandatory**.  
3.2. Respondents are encouraged to submit their questions in advance of the pre-solicitation meeting so a full discussion may be achievable to address said questions.

4. **RESPONSE DUE DATE:** Signed and sealed responses are due no later than **3:00 PM**, on the date noted above to the Purchasing Department. Mail or carry sealed responses to:
- City of Round Rock  
Purchasing Department  
221 E. Main Street  
Round Rock, Texas 78664-5299**
- 4.1. Responses received after this time and date shall not be considered.
- 4.2. Sealed responses shall be clearly marked on the outside of packaging with the Solicitation title, number, due date and **“DO NOT OPEN”**.
- 4.3. Facsimile or electronically transmitted responses are **not acceptable**.
- 4.4. Late responses will be returned to Respondent unopened if return address is provided.
- 4.5. The City will not be bound by any oral statement or offer made contrary to the written specifications.
5. **SELECTION AND AGREEMENT NEGOTIATIONS:** In making a selection and establishing an agreement as a result of the solicitation process, the City may:
- 5.1. Review all submittals and determine which Respondents are reasonably qualified to provide the services described herein.
- 5.2. Determine the top three (3) Respondents whose written submittals are most advantageous to the City considering the evaluation criteria to create a short-list;
- 5.3. Conduct oral interviews with select Respondents to discuss key provisions of the services and fee structure proposed;
- 5.4. Attempt to negotiate with the most advantageous Respondent an agreement at fair and reasonable terms, conditions and cost.
- 5.5. If negotiations are successful, enter into an agreement.
- 5.6. If not successful, formally end negotiations with that Respondent. The City may then:
- 5.6.1. Select the next most highly qualified Respondent and attempt to negotiate an agreement at fair and reasonable terms, conditions and cost with that Respondent.
- 5.6.2. The City shall continue this process until an agreement is entered into or all negotiations are terminated.
- 5.7. The City also reserves the right to reject any or all submittals, or to accept any submittal deemed most advantageous, or to waive any irregularities or informalities in the submittal received.
6. **POST AWARD MEETING:** The City and Respondent shall have a post award meeting to discuss, but not be limited to the following:
- 6.1. Provide City contact(s) information for implementation of agreement.
- 6.2. Agreement terms and conditions.
- 6.3. Identify specific milestones, goals and strategies to meet objectives.

**PUBLIC INFORMATION ACT**

All documents submitted in response to this Request shall be subject to the Texas Public Information Act. Following an award, Responses are subject to release as public information unless the Response or specific parts of the Response can be shown to be exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances.

Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.

If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the Attorney General of Texas for final determination.